

Benton County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 66	N = 3,363
Percent of Statewide Calls	2.4%	100.0%
Percent of State Population in County¹	2.4%	100.0%
	County %	State %
Gender	N = 66	N = 2,906
Female	65.2%	64.2%
Male	34.8%	35.8%
Race/Ethnicity	N = 57	N = 2,468
People of Color	14.0%	13.1%
White	86.0%	86.9%
Age	N = 62	N = 2,642
Less than 18 years old	1.6%	1.1%
18 - 24 years old	17.7%	15.2%
25 - 34 years old	22.6%	23.1%
35 - 44 years old	32.3%	24.6%
45 years and older	25.8%	36.0%
Education	N = 59	N = 2,581
Did not graduate high school	18.6%	19.0%
High school graduate	44.1%	36.0%
Some college/vocational school	28.8%	36.4%
College graduate	8.5%	8.6%
Caller Type	N = 64	N = 3,052
General Information	1.6%	12.6%
Health care provider	3.1%	3.6%
Tobacco user	95.3%	83.8%
Payer Type	N = 50	N = 2,005
Insured	38.0%	31.2%
Uninsured	24.0%	29.4%
Medicaid	38.0%	39.4%
Heard About	N = 56	N = 2,412
Past caller	17.9%	15.7%
Employer/worksites	3.6%	1.2%
Health care provider	17.9%	31.8%
Television	17.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	7.1%	5.4%
Family or friend	26.8%	22.7%
Health Department	8.9%	5.4%
School	0.0%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.